

# GAF Materials Case Study: Head-to-Head Competition

## US EXECUTIVE APPROVAL FORM

CUSTOMER NAME: GAF Materials Corporation

### SECTION I - Approval Requests

**5:30 Noon EST** The following request is the final incremental HQAPP approval request for GAF.

1. Seeking 85% overall case discount on all products purchased on the ordering document which includes Professional User Ebas since 2003 (other products detailed below in summary template). Previous HQAPP approval was for 77%.

**Justification:** John Baer, Sr. VP of the show, with GAF HQAPP, presented letter, speaking to a Kent Hill, NJ, and the 85% discount. Offer was made to customer in exchange of 725,000 and last support of 1,000,000. Net license at 85% discount is \$8,143,425.00. John Baer demanded an amount of 1,000,000. Ebas today, at peak software, is not a product of GAF. It is a product of Oracle. Oracle is a product of support at 15% to 17% of the cost of ownership. Oracle is a product of 1,000,000 and Oracle is a product of 1,000,000. Oracle is a product of 1,000,000.

2. The following proposals are HQAPP approval requests and are an incremental to the previously approved HQAPP request (shown below):

1. Seeking Approval to offer GAF 77% discount on all products purchased on the ordering document which includes Professional User Ebas since 2003 (other products detailed below in executive summary template). Previous HQAPP approval was for 85% discount on Ebas since 2003 and 75% discount on all other products being purchased on order doc. Last license \$6,725,250. Last support \$1,427,555. Net License at 77% discount is 1,546,807. Net Support is 340,707.

**Justification:** We're in a head to head battle with Peoplesoft. We've been told we have the functional vote but GAF claims dramatically that they can run their business virtually successfully on an script of Oracle. Craig Conway is coming in to the account to try to delay decision past 5/31, and has a go to plan to increase the price and attempt to win the business. Peoplesoft is at the same or very similar license net price according to Partners Deloitte and CSC, but has a substantially lower support cost of somewhere between 15% to 17% of net we've been told. Oracle Account team and Psft account team spent the entire day in customer's office on 5/28 bidding and counterbidding against each other. Customer is looking at TCO over a 10 year period which makes the psft number much more attractive because of support costs of 15% to 17%. We're selling the value we've developed through the sales process, but need to be similarly price competitive on the license price to try to minimize support cost differential over 10 years. Customer wants Oracle, but needs us to be within 10% to 15% of the 10 yr cost of ownership of psft in order for oracle to win the business. Tomorrow, 5/31, we have our final conversation with the VP of procurement and may need to come back to HQAPP for another 1 to 3 discount points to close the deal since psft is expected to come back over night with another more aggressive offer.

2. Seeking approval to add 2 additional renewal years at flat rate (2 renewal years at flat rate were previously approved by HQAPP) then total of 4 renewal years of flat rate, plus an additional 1 year at 4% increase (2 renewal years at 4% increase were previously approved by HQAPP) for a total of 7 years at 4% increase. Overall, this would be 8 years of support caps + 1 contract year, plus 4 flat renewal years plus 3 renewal years at 4%.

**Justification:** Peoplesoft is pricing support at 15% to 17% according to GAF. Our intel goes is that support caps are very difficult to approve for peoplesoft outside of 4 or 5 years. We're trying to structure psft's lower support price by capping oracle support for 5 yrs and not to exceed 4% for an additional 3 yrs so that we provide 8 yrs of protection of GAF's 10 yr mode. Our cost differential at the 77% Oracle

"We're in a head to head battle with Peoplesoft. . . . Craig Conway [PeopleSoft's CEO] is calling in to the account to try to delay decision past 5/31, and have gotten ultra aggressive on the price and discount to win the business."

# GAF Materials Case Study: Information Revelation

## US EXECUTIVE APPROVAL FORM

**CUSTOMER NAME:** GAF Materials Corporation

### SECTION 1 Approva. Requests:

5:30 Noon EST The following request is the final incremental HQAPP approval request for CAF.

1. Seek an 8.5% credit card discount on all products purchased on the ordering document which includes Professional (e.g., Ebasco, 2008) with products detailed below in our summary term letter. Price is liquid applied only for 12%.

[illegible]

2. The following 3 properties of new HPPMP approach are independent of the assumptions applied HPPMP respect. These follow:

1. Seeking Approval to offer GMA 10% discount on all products purchased on the order form document which includes Professional Use, ERM since 2005 (other products detail below) is as follows:  
 1st approval: Previous HQAPP approval was for 5% discount on this since 2005 and 7.5% discount on all other products purchased on order form. List # 253 250. List support is 1,472,668.  
 Net License at 77% discount is 1,246,807. Net Support is 348,797.

**Justification:** We're in a need to hand battle with PeopleSoft. We've been told we have the financial vote. But G&P claims adamantly that they can run their business organically successfully on a net profit of Oracle. Our CEO is calling in to the account to try to delay decision past 5/31, and have gotten ultra aggressive on the price and discount to win the business. PeopleSoft is at the same or very similar license net price according to Partners Deloitte and CSC, but has a substantially lower support cost of somewhere between 15% to 17% of net we've been told. Oracle Account team and Perf account team spent the entire day in customer's office on 5/18 bidding and counter-bidding against one other. Customer is looking at TCO over a 10 year period which raises the pft number much more attractive because of support costs of 15% (vs 17%). We're selling the value we've developed through the sales process, but need to be somewhat competitive in the license price to try to minimize support cost differential over 10 years. Customer wants Oracle, but needs us to be willing 10% to 15% of the list cost of ownership of pft in order for Oracle to win the business. Tomorrow, 5/21, we have our final conversation with the VP of procurement and may need to come back to HQAPP for another 1 to 2 discount points to close the deal since pft is expected to come back over night with another more aggressive offer.

2. Sacking approval to add 2 additional renewal years at that rate (2 renewal years at that rate were previously approved by HQ APP) for a total of 4 renewal years at that rate, plus an additional 1 year at the increase (2 renewal years at 4 - the case were previously approved by HQ APP) for a total of 3 years at the increase. Overall, this would be 8 years of support cups + 1 contract year, plus 4 flat renewal years, plus 3 renewal years at 4.

**Justification:** Plaintiffs are pricing support at 15% and 17% according to GAF. Our understanding is that support rates are very difficult to approve for independent outside of the 5 years. We're trying to maintain costs lower than support price by offering to include support for the 5 years and not to exceed 4% for the additional 5 years so that we provide 8 years of protection on GAF + 1 year on the roof. Our best differentiation is the 22.5" OnGuard.

“Peoplesoft came back over night with a call from Conway with an offer of 1.2 million for licenses and support at 15% to 17%.”

“Customer wants Oracle, but needs us to be [within] 10% to 15% of the 10 yr cost of ownership of psft in order for oracle to win the business.”

# GAF Materials Case Study: Multiple Rounds of Bidding

## US EXECUTIVE APPROVAL FORM

**CUSTOMER NAME:** GAF Materials Corporation

**SECTION 1 - Approval Requests.**

5:30 Noon EST The following request is the final incremental HQAPP approval request for GAF.

- † Stating 8.9% overall discount on all products purchased on the ordering document which includes Professional User Editions since 2003 (all other products detailed below) or a summary translation. Prices as quoted apply only to a 17%.

**Justification:** John Benckiser is part of the chairman of CFAI & PGP, prominent anti-spunking group, Reginald Blakely is a senior manager. Different markets have different rates of 1.5%, 2%, 3% and 4% proportion of 0.0005. Net income in 8th quarter is \$1.14 of 2008, net income is \$251.874. John Benckiser, co-founder and CEO of Zoro, ES is a leader of the platform, Benckiser is a well-known and famous person in the platform. In addition, increases in support of 0.0005, 0.001, 0.002, 0.003, 0.004, 0.005, 0.006, 0.007, 0.008, 0.009, 0.01, 0.011, 0.012, 0.013, 0.014, 0.015, 0.016, 0.017, 0.018, 0.019, 0.02, 0.021, 0.022, 0.023, 0.024, 0.025, 0.026, 0.027, 0.028, 0.029, 0.03, 0.031, 0.032, 0.033, 0.034, 0.035, 0.036, 0.037, 0.038, 0.039, 0.04, 0.041, 0.042, 0.043, 0.044, 0.045, 0.046, 0.047, 0.048, 0.049, 0.05, 0.051, 0.052, 0.053, 0.054, 0.055, 0.056, 0.057, 0.058, 0.059, 0.06, 0.061, 0.062, 0.063, 0.064, 0.065, 0.066, 0.067, 0.068, 0.069, 0.07, 0.071, 0.072, 0.073, 0.074, 0.075, 0.076, 0.077, 0.078, 0.079, 0.08, 0.081, 0.082, 0.083, 0.084, 0.085, 0.086, 0.087, 0.088, 0.089, 0.09, 0.091, 0.092, 0.093, 0.094, 0.095, 0.096, 0.097, 0.098, 0.099, 0.1, 0.101, 0.102, 0.103, 0.104, 0.105, 0.106, 0.107, 0.108, 0.109, 0.11, 0.111, 0.112, 0.113, 0.114, 0.115, 0.116, 0.117, 0.118, 0.119, 0.12, 0.121, 0.122, 0.123, 0.124, 0.125, 0.126, 0.127, 0.128, 0.129, 0.13, 0.131, 0.132, 0.133, 0.134, 0.135, 0.136, 0.137, 0.138, 0.139, 0.14, 0.141, 0.142, 0.143, 0.144, 0.145, 0.146, 0.147, 0.148, 0.149, 0.15, 0.151, 0.152, 0.153, 0.154, 0.155, 0.156, 0.157, 0.158, 0.159, 0.16, 0.161, 0.162, 0.163, 0.164, 0.165, 0.166, 0.167, 0.168, 0.169, 0.17, 0.171, 0.172, 0.173, 0.174, 0.175, 0.176, 0.177, 0.178, 0.179, 0.18, 0.181, 0.182, 0.183, 0.184, 0.185, 0.186, 0.187, 0.188, 0.189, 0.19, 0.191, 0.192, 0.193, 0.194, 0.195, 0.196, 0.197, 0.198, 0.199, 0.2, 0.201, 0.202, 0.203, 0.204, 0.205, 0.206, 0.207, 0.208, 0.209, 0.21, 0.211, 0.212, 0.213, 0.214, 0.215, 0.216, 0.217, 0.218, 0.219, 0.22, 0.221, 0.222, 0.223, 0.224, 0.225, 0.226, 0.227, 0.228, 0.229, 0.23, 0.231, 0.232, 0.233, 0.234, 0.235, 0.236, 0.237, 0.238, 0.239, 0.24, 0.241, 0.242, 0.243, 0.244, 0.245, 0.246, 0.247, 0.248, 0.249, 0.25, 0.251, 0.252, 0.253, 0.254, 0.255, 0.256, 0.257, 0.258, 0.259, 0.26, 0.261, 0.262, 0.263, 0.264, 0.265, 0.266, 0.267, 0.268, 0.269, 0.27, 0.271, 0.272, 0.273, 0.274, 0.275, 0.276, 0.277, 0.278, 0.279, 0.28, 0.281, 0.282, 0.283, 0.284, 0.285, 0.286, 0.287, 0.288, 0.289, 0.29, 0.291, 0.292, 0.293, 0.294, 0.295, 0.296, 0.297, 0.298, 0.299, 0.3, 0.301, 0.302, 0.303, 0.304, 0.305, 0.306, 0.307, 0.308, 0.309, 0.31, 0.311, 0.312, 0.313, 0.314, 0.315, 0.316, 0.317, 0.318, 0.319, 0.32, 0.321, 0.322, 0.323, 0.324, 0.325, 0.326, 0.327, 0.328, 0.329, 0.33, 0.331, 0.332, 0.333, 0.334, 0.335, 0.336, 0.337, 0.338, 0.339, 0.34, 0.341, 0.342, 0.343, 0.344, 0.345, 0.346, 0.347, 0.348, 0.349, 0.35, 0.351, 0.352, 0.353, 0.354, 0.355, 0.356, 0.357, 0.358, 0.359, 0.36, 0.361, 0.362, 0.363, 0.364, 0.365, 0.366, 0.367, 0.368, 0.369, 0.37, 0.371, 0.372, 0.373, 0.374, 0.375, 0.376, 0.377, 0.378, 0.379, 0.38, 0.381, 0.382, 0.383, 0.384, 0.385, 0.386, 0.387, 0.388, 0.389, 0.39, 0.391, 0.392, 0.393, 0.394, 0.395, 0.396, 0.397, 0.398, 0.399, 0.4, 0.401, 0.402, 0.403, 0.404, 0.405, 0.406, 0.407, 0.408, 0.409, 0.41, 0.411, 0.412, 0.413, 0.414, 0.415, 0.416, 0.417, 0.418, 0.419, 0.42, 0.421, 0.422, 0.423, 0.424, 0.425, 0.426, 0.427, 0.428, 0.429, 0.43, 0.431, 0.432, 0.433, 0.434, 0.435, 0.436, 0.437, 0.438, 0.439, 0.44, 0.441, 0.442, 0.443, 0.444, 0.445, 0.446, 0.447, 0.448, 0.449, 0.45, 0.451, 0.452, 0.453, 0.454, 0.455, 0.456, 0.457, 0.458, 0.459, 0.46, 0.461, 0.462, 0.463, 0.464, 0.465, 0.466, 0.467, 0.468, 0.469, 0.47, 0.471, 0.472, 0.473, 0.474, 0.475, 0.476, 0.477, 0.478, 0.479, 0.48, 0.481, 0.482, 0.483, 0.484, 0.485, 0.486, 0.487, 0.488, 0.489, 0.49, 0.491, 0.492, 0.493, 0.494, 0.495, 0.496, 0.497, 0.498, 0.499, 0.5, 0.501, 0.502, 0.503, 0.504, 0.505, 0.506, 0.507, 0.508, 0.509, 0.51, 0.511, 0.512, 0.513, 0.514, 0.515, 0.516, 0.517, 0.518, 0.519, 0.52, 0.521, 0.522, 0.523, 0.524, 0.525, 0.526, 0.527, 0.528, 0.529, 0.53, 0.531, 0.532, 0.533, 0.534, 0.535, 0.536, 0.537, 0.538, 0.539, 0.54, 0.541, 0.542, 0.543, 0.544, 0.545, 0.546, 0.547, 0.548, 0.549, 0.55, 0.551, 0.552, 0.553, 0.554, 0.555, 0.556, 0.557, 0.558, 0.559, 0.56, 0.561, 0.562, 0.563, 0.564, 0.565, 0.566, 0.567, 0.568, 0.569, 0.57, 0.571, 0

- Table 1. The following summarizes the new HEMP procedures and assumptions. One may also appreciate HEMP results as shown below:

1. Seeking Approval to offer a 75% discount on all products purchased on the order form document which includes Professional Use. (has suite 2003 (other products detail below) in code summary template). Previous HQAPP approval was for 50% discount on elite suite 2003 and 75% discount on all other products being purchased in order doc. List license: 866,258,256. List support is 1.47e+555. Net license at 77% discount is 12,68,807. Net Support is 346,297.

**Justification:** We're in a head to head battle with Peoplesoft. We've been told we have the financial edge, but GAF claims demand that they can run their business equally as successfully on the profit of Oracle. Oracle's strategy is coming in to the account to try to delay decision past 5/31, and have gotten ultra aggressive on the price and discount to win the business. Peoplesoft is at the same or very similar license net price according to Partners Deloitte and CSC, but has a substantially lower support cost of somewhere between 12% to 17% of net we've been told. Oracle's account team and their account manager spend the entirety of their time working on 5/78 building and doing a building against each other. Customer's stocking at TCO over a 10 year period which makes the profit number much more attractive because of support costs of 15% to 17%. We're selling the value we've developed through the sales process, but need to be sum fairly price competitively on the license price to try to minimize support cost differential over 10 years. Customer wants Oracle, but needs to come within 10% to 15% of the 10 yr cost of ownership of profit in order for Oracle to win the business. Tomorrow, 5/31, we have our final conversation with the VP of procurement and may need to come back to HQAPP for another 1 to 2 discount points to close the deal since profit is expected to come back over night with another more aggressive offer.

2. Seeking approval to add 2 additional renewal years at that rate (2 renewal years at that rate were previously approved by HQAPP) for a total of 4 renewal years at that rate, plus an additional 1 year at the increase (2 renewal years at 4x increase were previously approved by HQAPP) for a total of 5 years at the increase. Overall, this would be 8 years of support caps + 1 contract year plus 1 that renewal years plus 3 renewal years at 4x.

**Justification:** Paperless is providing support at 15% to 17% according to GAF. Our understanding is that support costs are very difficult to approve for placement outside of 10 to 15 years. We're trying to maximize profits lower support price by dropping much support for 5 yrs and not to exceed 4.5 for the additional 3 yrs so that we provide 8 yrs of protection of GAF's investment. Our cost differential at the 10 to 15 yrs.

“Oracle Account team and Psft account team spent the entire day in customer’s office on 5/28 bidding and counterbidding against each other.”

# **GAF Materials Case Study: Bidding Summary**

- Multiple rounds of bidding
  - Original “worst case” discount request for 65%
  - Second request for 77% discount
  - Third request for 85% discount

# **GAF Materials Case Study: Price Decrease**

**65% Discount    85% Discount**

**35% of List    15% of List**

$$\frac{(35 - 15)}{35} = 57\% \quad \text{Reduction in Price}$$

## US EXECUTIVE APPROVAL FORM

**CUSTOMER NAME: GAF Materials Corporation**

### SECTION I - Approval Requests:

**5/30 Noon EST The following request is the final incremental HQAPP approval request for GAF.**

1. Seeking 85% worst case discount on all products purchased on the ordering document which includes Professional User Ebus suite 2003 (other products detailed below in exec summary template.) Previous hqapp approval was for 77%.

**Justification:** John Boucher just got off the phone with GAF's VP of procurement after speaking with Keith Block about the 85% discount. Offer was made to customer of list license of 6,725,250 and list support of 1,479,555. Net license at 83% discount is \$1,143,293, net support is \$251,524. John Boucher demanded an answer by 2pm EST today. Peoplesoft came back over night with a call from Conway with an offer of 1.2million for licenses and support at 15% to 17%. Using the customer's 10 year tco model psft is at 3.240 million and Oracle is at 3.658 million (at 83% discount).

**5/29: The following 3 requests are new HQAPP approval requests and are incremental to the previously approved HQAPP requests shown below:**

1. Seeking Approval to offer GAF 77% discount on all products purchased on the ordering document which includes Professional User Ebus suite 2003 (other products detailed below in exec summary template). Previous HQAPP approval was for 50% discount on ebus suite 2003 and 75% discount on all other products being purchased on order doc. List license is 6,725,250. List support is 1,479,555. Net License at 77% discount is 1,546,807. Net Support is 340,297

**Justification:** We're in a head to head battle with Peoplesoft. We've been told we have the functional vote, but GAF claims adamantly that they can run their business equally successfully on either psft or Oracle. Craig Conway is calling in to the account to try to delay decision past 5/31, and have gotten ultra aggressive on the price and discount to win the business. Peoplesoft is at the same or very similar license net price according to Partners Deloitte and CSC, but has a substantially lower support cost of somewhere between 15% to 17% of net we've been told. Oracle Account team and Psft account team spent the entire day in customer's office on 5/28 bidding and counterbidding against each other. Customer is looking at TCO over a 10 year period which makes the psft number much more attractive because of support costs of 15% to 17%. We're selling the value we've developed through the sales process, but need to be similarly price competitive on the license price to try to minimize support cost differential over 10 years. Customer wants Oracle, but needs us to be within 10% to 15% of the 10 yr cost of ownership of psft in order for oracle to win the business. Tomorrow, 5/31, we have our final conversation with the VP of procurement and may need to come back to HQAPP for another 1 to 3 discount points to close the deal since psft is expected to come back over night with another more aggressive offer.

2. Seeking approval to add 2 additional renewal years at flat rate (2 renewal years at flat rate were previously approved by HQAPP) for a total of 4 renewal years of flat rate, plus an additional 1 year at 4% increase (2 renewal years at 4% increase were previously approved by HQAPP) for a total of 3 years at 4% increase. Overall, this would be 8 years of support caps - 1 contract year, plus 4 flat renewal years, plus 3 renewal years at 4%.

**Justification:** Peoplesoft is pricing support at 15% to 17% according to GAF. Our intelligence is that support caps are very difficult to approve for peoplesoft outside of 4 or 5 years. We're trying to neutralize psft's lower support price by capping oracle support flat for 5 yrs and not to exceed 4% for an additional 3 yrs so that we provide 8 yrs of protection on GAF's 10 yr model. Our cost differential at the 22% Oracle



support factor is vs. the psft 15%-17% is very large when carried over 10 yrs. Customer has told us that if we were not more than 10% to 15 % more expensive over 10 years that they will award us the business. By capping our maintenance as proposed we feel that we are within the 15% range.

3. Price hold on all products on the order doc at 70% discount including ebus suite 2003 for 3 years.

HQAPP's previous approval was for 2 years at 75% for most programs and 50% for ebus suite 2003.

**Justification:** We will offer 2 years of price holds. CIO has told us that he will be buying and deploying all of the additional price hold software over a 3 yr period. We're offering 2 years and will use the last year as a negotiation point only if we need to.

**The following requests were previously approved by hqapp on May 12<sup>th</sup>.**  
**HQAPP Requests:**

1. 65% worst case blended discount for programs listed below, including 2003 ebus. Professional User 2003 @50% discount. Other modules at worst case 75%(including Technology and Prof. External User).
2. Price hold for the programs in the Ordering doc for 2 years at 75%(w/ the exception of Prof. User 2003 which will be at 50%).
3. Support Cap held flat for 2 additional years and years 4&5 @ 4% cap.

**TIER 1 Requests:**

- 1.
- 2.

**TIER 2/3 Requests:**

- 1.
- 2.

**Previously approved requests (include date of approval):**

- 1.
- 2.

**SECTION II – Deal Summary:**

Deal Summary	
Programs	2003 Professional User, Professional User external, Trade Management, Quoting, Incentive Comp, Advanced Pricing, OM & AP Electronic orders, Release Management, Configurator, istore, Warehouse Management, Transportation, Adv. Supply Chain Planning, Inventory Optimization, , Global order to promise, demand planning, collaborative planning, irpo, isupplier portal, sourcing, manufacturing scheduling, EAM, Field Service, Scripting, Mobile Field Service, ireceivables, iexpense, Mobile Financials,

	HR Self Service, OCO, Tutor, Tutor for Self Service, ilearning, Financial Analyzer, Express, Database EE, 9ias EE
License Discount	65% blended (ebiz + 25% for Prof. User 2003), (ebiz + 50% for other)
Support Discount	65% blended (ebiz + 25% for Prof. User 2003), (ebiz + 50% for other)
Comp & Admin Discount	N/A
Phased Implementation for Comp & Admin?	N/A
Subset of Users	N/A
Support Options/Holds	2 years additional flat, years 4 & 5 @ 4% cap
Price Holds	Prof. User 2003 @ 50%, and all other Programs in ordering document @75% for 2 years
List License	\$6,725,250
List Support	\$1,479,555
List Comp & Admin	N/A
Net License	\$1,546,813
Net Support	\$340,298
Net Comp & Admin	N/A
Net Total Price	\$1,887,112
Price List Used	March 24, 2003

Customer History - Existing Price Holds	
Existing contractual discount (price hold)	N/A
Date of Price List for price hold	N/A
When does price hold expire?	N/A
Price hold program categories (database, server, erp, crm, hr/payroll, app suite)	N/A
Name of Agreement if applicable	SLSA-634481-23-NOV-98

### SECTION III - Justification:

#### 1. Request # 1 justification:

- Peoplesoft basing their pricing on revenue and number of employees of GAF, which is a \$1.4B manufacturer with 3,500 employees. Peoplesoft pricing is aggressive to win the business. A partner told us that they offered 0% financing on top of everything else.
- The CIO has laid out a 3 year plan for bringing new software into the company and wants the value of this plan reflected in the discounts applied in the first phases(Financials & Req. to Pay) of the project(our current proposal).
- Peoplesoft is playing up their installation at GAF's competition and our pricing needs to be in line with Peoplesoft's offering.
- GAF is a low margin roofing shingle manufacturer.
- Professional User external approved at 75% is justified based upon their 2,700 Contractors and distributors will only be accessing Partners Online functionality in the Suite.

#### 2. Request # 2 justification



- Order Management, Manufacturing, and CRM will definitely be required, but they are savvy buyers and don't want to pay support while implementing the first phases. The price hold will allow us to show good faith toward the CIO's 3 year plan, as well as, offer additional incentive versus Peoplesoft.
- Peoplesoft is not asking for additional revenue unless GAF grows their business. They also are presenting a much simpler revenue based pricing model versus our almost 20 different metrics. Aggressive Price holds will help us counter customer displeasure with our pricing model.
- Even at the 75% discount, future business could amount to a total of an additional \$3.3M over the next 2 years if we can win the first phase from Peoplesoft. GAF's business is very much based upon VPA's. Giving a larger discount as they buy more product in the future is how they deal with their customer base ("tiered pricing").

### 3. Request # 3 justification

- GAF has expressed great concern over our 22% for support. They have successfully negotiated support costs with other software vendors in the past to as low as 15%. Their business requires that they control on-going costs. The support concessions will allow us to at least show some movement on what is one of their biggest issues.

**Recommendation:** *(leave blank for HQAPP to fill out)*

**Submitted By:** *Patrick Doyle, ASM; Reed Overby, RM; Amit Singh, AVP*  
**Field RM name if submitted by OracleDirect:**

**R:** *(leave blank for HQAPP to fill out)*

**C:**

**L:**

**A:**

**BP:**

\*\*\*\*\*  
**PLEASE NOTE THAT HQAPP WILL NOT REVIEW ANYTHING BELOW AND NOTHING BELOW WAS CONSIDERED FOR THEIR APPROVAL. ONLY DETAILS IN THE REQUEST SECTION (SECTION I) ABOVE WERE CONSIDERED IN THE APPROVAL GRANTED.**

### **SECTION V – Ordering Document Details**

**Instructions** - Fill in all sections completely.

**APPROVAL REQUIREMENTS** - Refer to the Approval Matrix at <http://esource.oraclecorp.com>

**PRICING REQUIREMENTS** – Refer to Price List and Price List Supplement for minimums and prerequisites.

**PRICING SPREADSHEET** – Include a pricing spreadsheet showing all products, quantities, license types, pricing, and discounts. Indicate if discount for drafting contract differs from approved discount.

**MIGRATIONS** - If your deal contains a migration, you must submit a Migration Worksheet to the ELM (eBusiness License Migrations) team. Refer to <http://nafo.us.oracle.com> under the Contract Management tab and e-Business License Migrations header to download the spreadsheet and for additional information.

**Note:** All business approvals & quotes are valid through the quarter they were approved, unless a formal RFP or Tender requires a longer validity period.

General Information	
Contract requested by (insert date): After all approvals are obtained - Allow 24 hours for standard contracts and 48 hours for non-	May 13, 2003

standard contracts.	
Opportunity I.D. (OSO Number):	192475
Is this a ship order?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> <del>Electronic Delivery</del>
Deal Structure (indicate Direct, Pass-Through, Sublicense, or Trial License):	Direct
Is this deal the result of a compliance issue that LMS has been involved in?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Does deal contain new licenses with an <i>approved</i> non-supported license type (i.e. metric is not nor ever has been on Oracle's price list):	<input type="checkbox"/> Yes (specify non-supported license type and eBusiness license type used to determine conversion) <input checked="" type="checkbox"/> No
Quote Valid Through (insert date):	May 30, 2003
Partner (insert name, if applicable)?	Margin or % of net license fees _____
VAD (insert name, if applicable)?	Margin or % of net license fees _____
PARTNER PAYMENT: If this is a direct deal, does it involve a Partner Referral Fee?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If yes, specify payment type:	<input type="checkbox"/> Applications Affiliate Fee <input type="checkbox"/> ROP Fee (GB Use Only)
MIGRATIONS OR UPDATES:	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
PREMIUM SERVICES:	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
INCIDENT PACKS:	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
INTERNATIONAL: Requires an International Notification Form to be forwarded to your manager, contract specialist, and NASINFO or OGEHINFO.	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Payment Terms:	<input checked="" type="checkbox"/> Net 30 <input type="checkbox"/> Other (Specify)
Referenced Agreement:	<input type="checkbox"/> New OLSA <input checked="" type="checkbox"/> Other (Specify) SLSA-634481-23-NOV-98

Customer and Administrative Information – all fields must be filled in	
Customer's EXACT Legal Name:	GAF Materials Corporation
Business Address:	1361 alps Road
City / State / Zip:	Wayne, New Jersey 07470
Customer Contract Admin:	Peter Grandinetti
Phone #:	973-628-3909
Fax #:	973-628-3788
E-mail ID:	pgrandinetti@gaf.com
Billing Contact:	Same as Contracts above
(Partner/VAD if Indirect):	
Address:	
City / State / Zip:	
Phone #:	
Fax #:	
E-mail ID:	
Tax Status :	Exempt <input type="checkbox"/> (Need certificate for ship to state if not on Oracle's Tax Exemption Log)

	Non-Exempt <input checked="" type="checkbox"/>
<b>Shipping Contact:</b>	<b>Same as Technical below</b>
Address:	
City / State / Zip:	
Phone #:	
Fax #:	
E-mail ID:	
<b>Technical Support Contact:</b>	Frank O'Dowd
Address:	Same as above
City / State / Zip:	
Phone #:	973-628-3150
Fax #:	973-872-4485
Email ID:	fodowd@gaf.com
<b>Partner Name (Indirect):</b>	N/A
Address:	
City / State / Zip:	
Contact Admin:	
Phone #:	
Fax #:	
E-mail ID:	

Education (EPPC)	
Education Prepaid Credit Amount:	N/A—separate order _____
Education Discount:	_____ %
Education Revenue:	\$ _____
Education Sales Rep:	

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**PROCESSOR/NAMED USER PROGRAMS/COMPUTER PROGRAMS (REQUIRED INFORMATION)**

Make and Operating System required for each program:

Make: HP

OS: UX

PROGRAMS: See attached spreadsheet

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Applications		
Will applications be modified:	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Will users be accessing modified Apps from the web:	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Have all prerequisites been included:	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Will users use Fast Forward RPM:	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Will applications be hosted:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Indicate database that Apps will run on:	Oracle to be included on order	
Indicate CSI for existing prerequisite database and tools:		

Options not requiring HQAPP, Tier 1, or Tier 2 Approval	
(1)	
(2)	
(3)	
(4)	

Internal Administrative Information	
Applications Sales Manager	Pat Doyle
Technology Sales Manager	Tom McGuire
Account Manager	
OracleDirect Rep	Stephen Devir
Education Sales Rep	Michael Liddy
Support Renewals Rep	
Premium Support Rep	
Migrations Manager	
Is there a teaming agreement?	<input type="checkbox"/> Yes (if yes, list all appropriate reps) <input checked="" type="checkbox"/> No
Requester:	Name: Patrick Doyle Business Telephone: 973-257-2214 Cell Phone: 201-788-4682